

National College Student Information Literacy Competition at Wuhan University China

European Conference on Information Literacy

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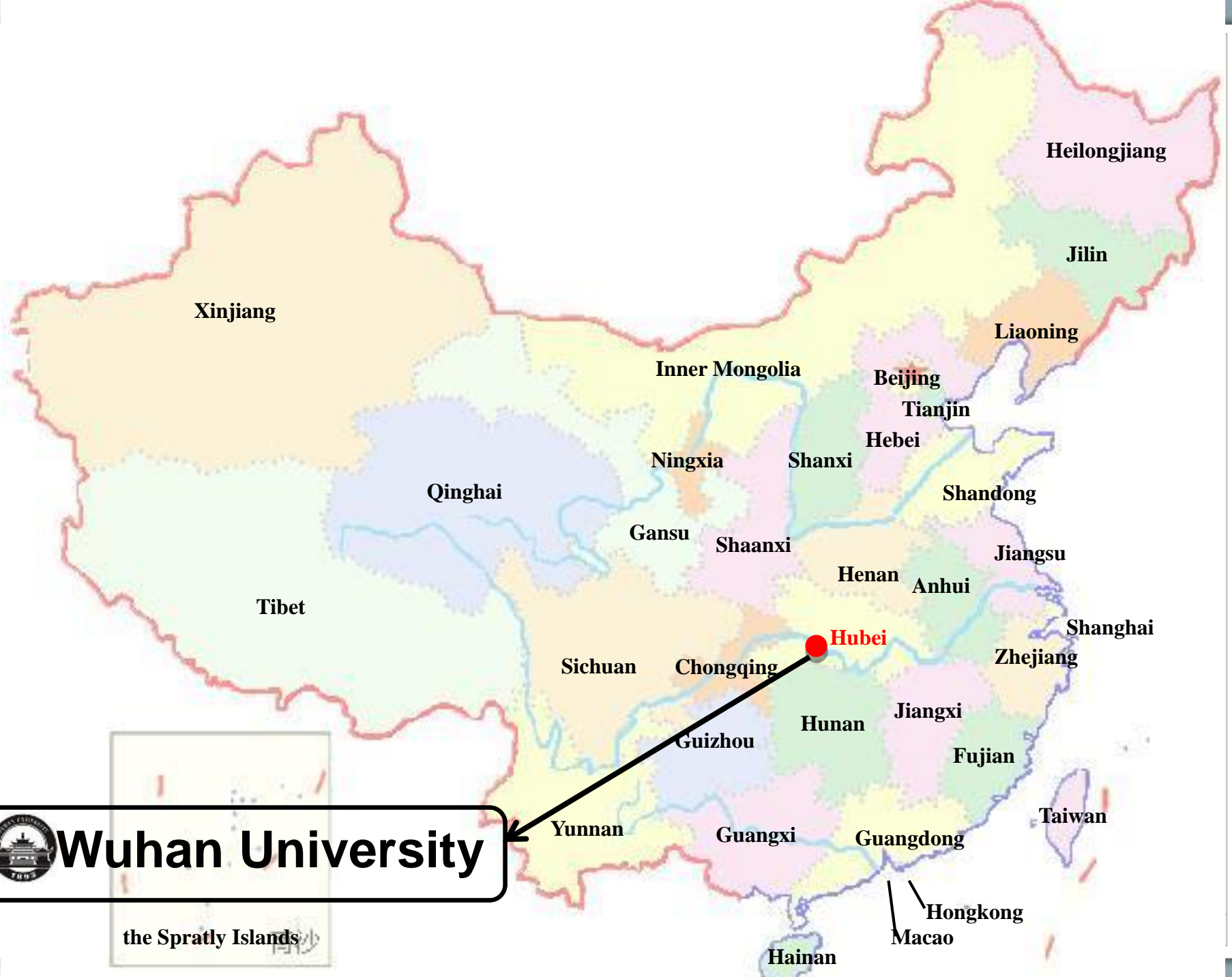
Wuhan University, China

Outline

- **Background Information**
 - Wuhan University(WU)
 - School of Information Management(SIM)
 - Information Literacy Association(ILA)
- **ILA Activities**
 - National Information Searching Contest
 - WU International Exchange Camp of Student Organizations
- **Other IL Events at Wuhan University**
- **Future Plans**

Background information

Wuhan University, ranked as a top ten university in China, is also well known for its traditional architectural style of campus.



Wuhan University

the Spratly Islands

Background information

The School of Information Management (SIM) of Wuhan University is the oldest and largest LIS education and research institution in China.

Background information

- The Information Literacy Association (ILA) of Wuhan University was created in 2006.
- It is the first and so far the sole Information Literacy themed college student organization in mainland China.

ILA Activities

- National Information Searching Contest

- The Information Literacy Association (ILA) of Wuhan University has been, with the support of the university and the sponsorship of Baidu company, hosting and organizing an "Information Searching Competition" for six consecutive years, which has attracted thousands of university students to participate.

ILA Activities

- National Information Searching Contest

- Starting this year, ILA has expanded the Comtest, targeting establishment of an IL skill assessment system to evaluate China's university students' competency from this standpoint.

ILA Activities

- National Information Searching Contest

- More importantly, with the endorsement and support of UNESCO's and Information for All Program (IFAP) in China through a partnership of the Institute of Scientific and Technical Information of China (ISTIC, Beijing), this goal has been greatly promoted.

中国高校学生信息素养标准化测评

China's College Students Information Literacy Skill Assessment

暨第七届“百度无限”全国高校搜索大赛

The 7th "Boundless Baidu" National College Students Information Searching Contest

2013



武汉大学信息素养协会
Information Literacy Association at Wuhan University

联合国教科文组织“全民信息计划”项目组
UNESCO Information For All Program

百度在线网络技术（北京）有限公司
共青团武汉大学委员会
武汉大学党委研究生工作部
武汉大学信息管理学院
武汉大学图书馆

**2012:
1,110 participants in total**

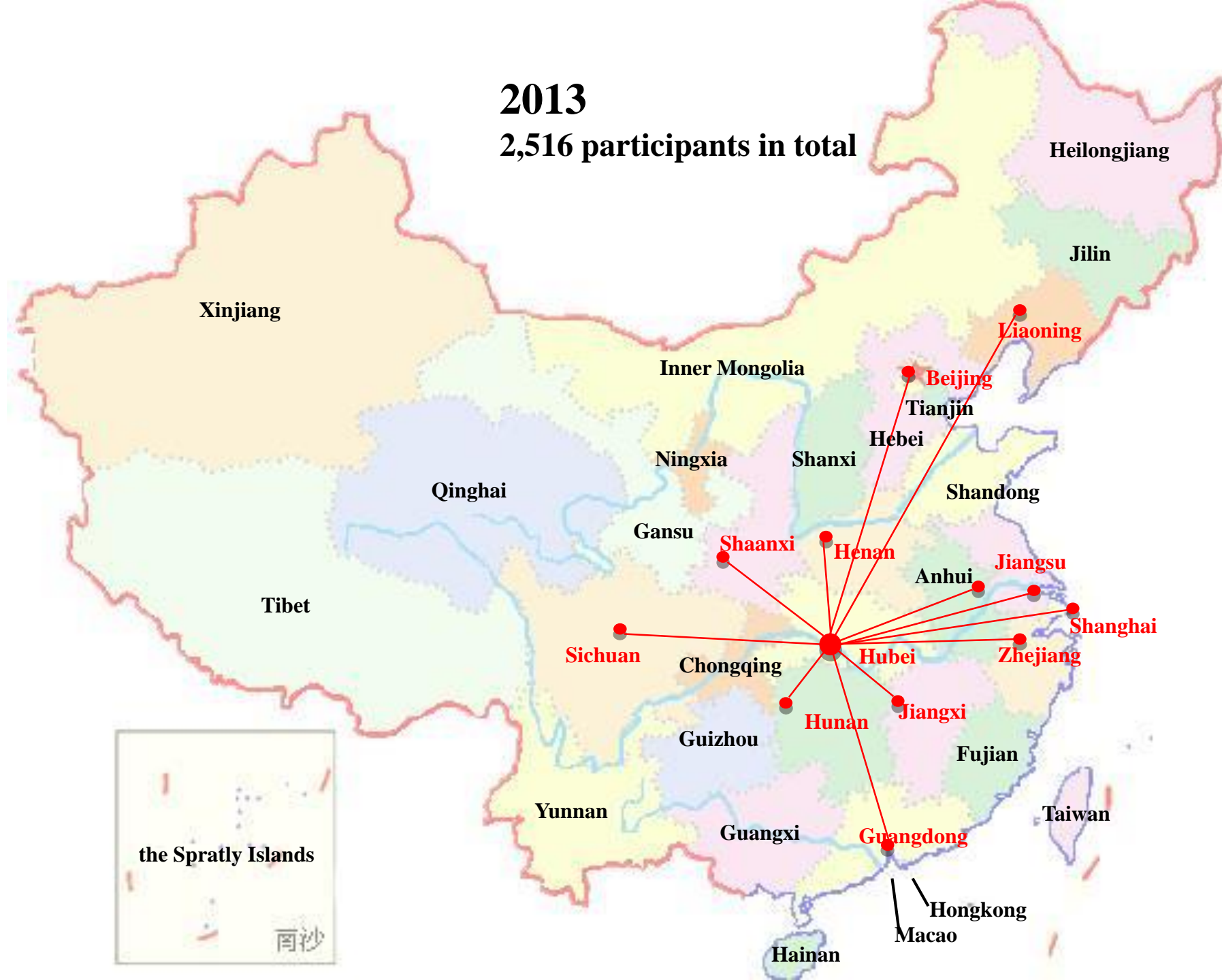


the Spratly Islands

南沙

2013

2,516 participants in total



ILA Activities

- National Information Searching Contest

- Timelines
- Procedures
- Media

ILA Activities

- National Information Searching Contest

Timelines

Mar. 20~Apr. 16

Promotion

Apr. 17- May 14

Preliminary (On line)

May 15

Rematch (On line)

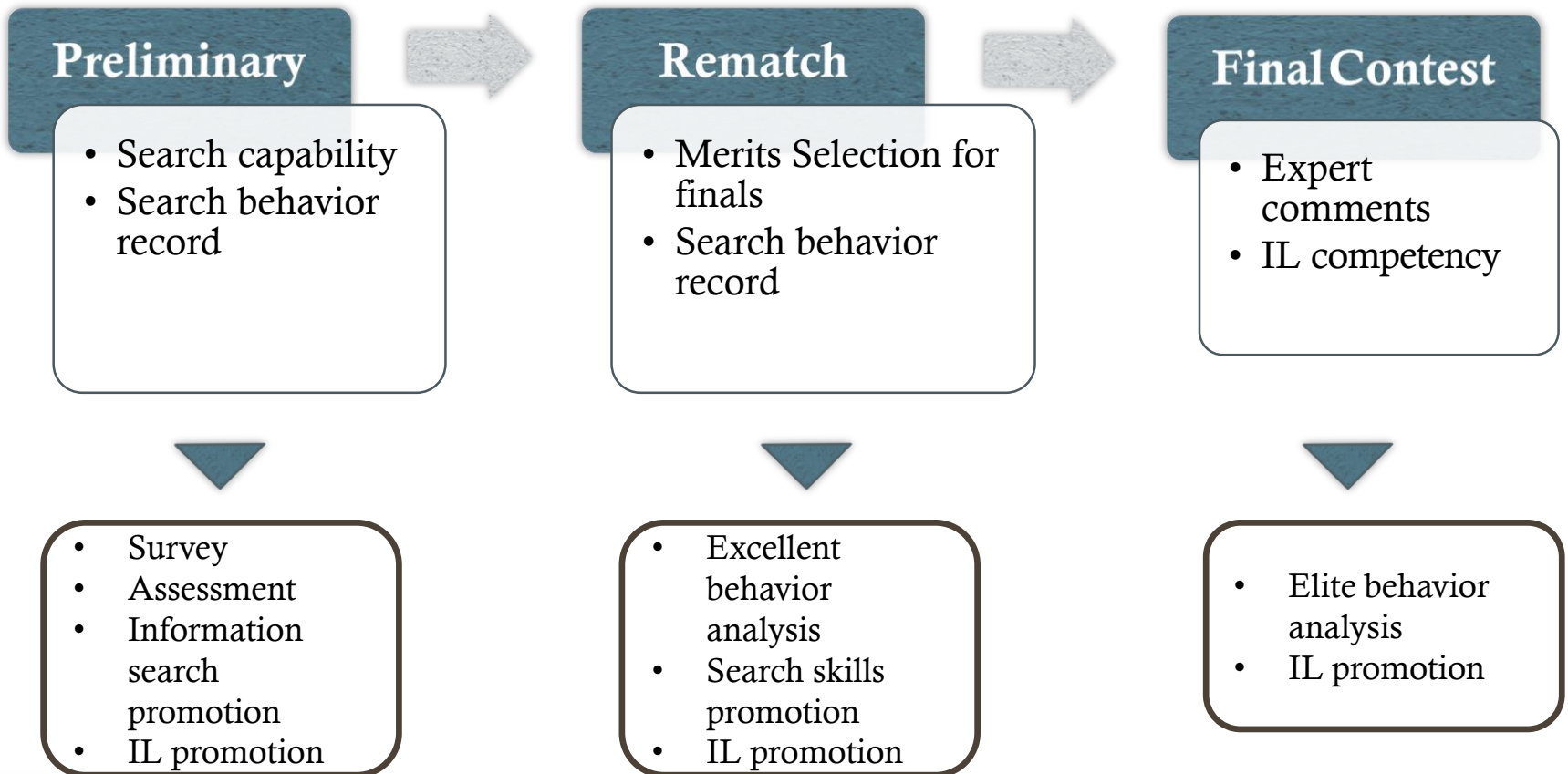
May 19

Final Contest (On site)

ILA Activities

- National Information Searching Contest

Procedures



Procedures

Online

within the specified date, and optional time and places, the players logged on the system and finished the contest.

- **System for Contest**
 - Web Searching Test System(WSTS) – developed by ILA
- **System Functions**
 - Contestants entered personal information on registration
 - Scenario-based search capability test
 - Contestants score to show

Procedures

On site

Contestants came over to Wuhan University for a live tournament, which was judged by experts.

- **Judges**
 - Experts in IL Research(Professors)
 - Director/Vice Directors of University Library
 - Administrator from Baidu
- **Process**
 - Selection of the top six players
 - Remarks on their performance
 - Introduction of IL knowledge and skills by experts

ILA Activities

- National Information Searching Contest

Media

- **FutureNet: Big Data Era Rookie — Information Literacy & Search Quotient**
<http://news.future.org.cn/articles/72764.html>
- **XinhuaNet: Baidu Search Contest included in UNESCO IFAP**
http://news.xinhuanet.com/tech/2013-06/14/c_124856274.htm
- **HuanqiuNet: Baidu Search Contest included in UNESCO IFAP**
<http://tech.huanqiu.com/Enterprise/2013-06/4026096.html>
- **XinminNet: Baidu Search Contest included in UNESCO IFAP**
<http://tech.xinmin.cn/2013/06/14/20668899.html>

ILA Activities

- WU International Exchange Camp of Student Organizations



武汉大学学生社团国际交流营

Wuhan University International Exchange Camp of Student Organizations

“信息沟通世界
培育未来信息产业的领导者”

THE INFORMATION LITERACY COMPETITION

——国际大学生因特网信息检索邀请赛



武汉大学学生社团国际交流营
Wuhan University International Exchange Camp of Student Organizations

**Individual
Competition
50%**

**Team Contest
30%**

**Team
Presentation
20%**

Three part:

ILA Activities

- WU International Exchange Camp of Student Organizations

Feedback:

“During my week in Wuhan, I have been hearing about your background, listening to your achievement, and earning your friendships. I will never forget the memories, the connections, and the knowledge I’ve taken away from our week in Wuhan.”

-- Davis Nguyen, a participant from Yale University

Other IL Events at Wuhan University

- UNESCO Training the Trainers Workshop on Information Literacy, East Asia (2008)
- UNESCO International Media and Information Literacy Survey, China (2012-2013)

Other IL Events at Wuhan University

-- TTT workshop

- In late 2008 UNESCO invited 11 distinguished universities, libraries, associations, and related kinds of educational and cultural institutions and organizations to host a series of Training-the-Trainers in Information Literacy Workshops (“TTT” workshop for short).

Other IL Events at Wuhan University

-- TTT workshop

- Under the authorization agreement with UNESCO, Wuhan University, China conducted the East Asia TTT Workshop, October 20-22, 2008, co-hosted at the School of Information Management (SIM), and the Center for the Studies of Information Resources (CSIR), Wuhan University.

Other IL Events at Wuhan University

-- TTT workshop

- The Workshop was attended by about 120 participants, representing 10 countries and areas in Asia, including Sri Lanka, Thailand, Philippines, India, Singapore, Pakistan, Japan and China (mainland, Hong Kong and Macao).

Other IL Events at Wuhan University

-- TTT workshop

- In addition, the Chinese participants came from 18 cities and provinces all over the country, representing not only the developed areas of the country, but also the more remote and distant ones such as Gansu and Yunan.

Other IL Events at Wuhan University

-- TTT workshop

- The workshop was very well received by the participants and feedback indicated that it was highly valuable to the participants.
 - **UNESCO Website** http://portal.unesco.org/ci/en/ev.php-URL_ID=27682&URL_DO=DO_TOPIC&URL_SECTION=201.html
 - **Wuhan University Website** <http://news.whu.edu.cn/display.php?id=5105>

Other IL Events at Wuhan University

-- IMILS

- Information Media and Information Literacy Survey(IMILS) of the Habits and Practices of University Students When Undertaking Research Assignment
- Proposed by UNESCO
- Initially conducted in South Asia region and East Asia/Oceania region

Other IL Events at Wuhan University

-- IMILS

- A pilot survey conducted by WU
- Sponsored by SIM
- Over 1,500 samples collected

Our Future Plans

-- National Information Search Contest

- Further expanding to IL from information search/internet search
- Reaching out to remote areas in China
- Developing an IL skills/competency assessment System
- Continuing our IL Research

Thanks!